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# ENGENDERING INDUSTRIES

## ADVANCING GENDER EQUALITY IN MALE-DOMINATED SECTORS WORLDWIDE

USAID's Engendering Industries program increases economic opportunities for women in traditionally male-dominated sectors, including the energy, water, infrastructure, and ICT sectors. Expanding women's workforce participation in male-dominated industries leads to tangible economic outcomes for women, such as formal employment opportunities and higher income. Increased gender equality in the workforce also improves business performance, increases employee retention and satisfaction, reduces turnover, drives productivity, and enhances an organization's resilience to crises and economic shocks.

Engendering Industries uses a unique approach to improve gender equality in male-dominated sectors. Using customized tools and best practices, demand-driven coaching, the Gender Equity Executive Leadership Program, the Workforce Gender Equality Accelerated Program, and male-engagement workshops, Engendering Industries, builds staff capacity to implement gender equality interventions at their organizations.

## BEST PRACTICES FRAMEWORK FOR MALE-DOMINATED INDUSTRIES

USAID's [\*Delivering Gender Equality: A Best Practices Framework for Male-Dominated Industries\*](#) is the foundational toolkit and evidence-based approach the program uses to advance gender equality in male-dominated industries. The Best Practices Framework provides partners with concrete actions that can be taken at each phase of the employee lifecycle to increase workforce gender equality in a tangible and sustainable way. The Framework also provides research, data, and additional resources to support organizations on their journey towards gender equality.

## WORKFORCE GENDER EQUALITY INTENSIVE PROGRAM

Engendering Industries Workforce Gender Equality Intensive Program is a two-year program through which public- and private-sector partners use the Best Practices Framework coupled with change-management coaching and participation in Georgetown University's [Gender Equity Executive Leadership Program](#) to implement gender equality interventions at their organizations. Over 40 organizations across 27 countries are currently enrolled in the Engendering Industries Intensive Program, with [tangible business performance results and impacts](#).

## ENGENDERING INDUSTRIES PARTNER MAP



## WORKFORCE GENDER EQUALITY ACCELERATED PROGRAM

The Engendering Industries [Workforce Gender Equality Accelerated Program](#) is a six-month program that rapidly develops the skills and tools needed to increase gender equality in the workplace. The Accelerated Program consists of organizational gender equality assessments, a seven-week virtual or one-week in-person course, and four months of change management coaching that prepares managers to become positive agents of change within their organizations. Managers develop the skills needed to identify gender equality gaps within their organization, develop a business case that demonstrates how gender equality will benefit the organization's bottom-line, and take targeted, tangible, and strategic action to increase gender equality in their organization. The program is facilitated by a team of Engendering Industries' change-management and gender equality experts in conjunction with faculty and staff from academic and regional partners.

## MALE ENGAGEMENT

Engendering Industries delivers week-long male engagement workshops for leaders and employees in male-dominated industries. The program raises awareness of the important role men play in changing corporate culture, fosters healthy masculinity, and inspires and motivates men to become vocal leaders for gender equality. The workshops also demonstrate how employees can garner broad support within their organizations by showing the positive outcomes for men when increasing gender equality and strategically engaging men in their efforts.

## SELF-EMPOWERMENT AND EQUITY FOR CHANGE INITIATIVE

The Self-Empowerment and Equity for Change (SEE Change) Initiative, implemented in partnership with Johns Hopkins University, empowers women around the world through evidence-based personal agency trainings. Trainings support women to realize their leadership potential, foster self-reliance, and achieve their personal and professional goals. SEE Change partners with a range of organizations, from small enterprises to large corporations and social enterprises. SEE Change has program tracks for entrepreneurs, employees, and sales agents with a proven track record of advancing personal empowerment, gender equality, and business growth in multiple countries and contexts worldwide.

## WOMEN IN AFRICAN POWER NETWORK/POWER AFRICA

Engendering Industries manages [Power Africa's Women in African Power Network \(WiAP\)](#), which supports the participation and advancement of women in Africa's energy sector. WiAP members gain access to professional growth opportunities through webinars, networking, job opportunities, and newsletters. Members' work is also featured across the network, raising the profile of women working across the power sector in Africa.

## ENGENDERING INDUSTRIES PARTNERS

USAID's Engendering Industries program partners with organizations from around the world to advance women's workforce participation in male-dominated sectors. The program is implemented by [Tetra Tech](#) in partnership with Georgetown University's [McDonough School of Business](#), [Johns Hopkins University](#), [Promundo](#), the [Iris Group](#), [Fulbright University in Vietnam](#), [Universidad de Los Andes](#) in Colombia, [Lagos Business School](#) in Nigeria, [Energy Regulators Regional Association](#) (ERRA) in Hungary, the [Kenya Electricity Generating Company](#) (KenGen) in Kenya, and the [Men Engage Alliance](#).

## CONTACT

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